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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

ANNUAL CONVENTION

1952

UNIVERSITY OF MINNESOTA

MINNEAPOLIS

NOVEMBER 6-7-8, 1952

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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1952 CONVENTION

PROGRAM

Thursday, November 6

9:00-12:00 Noon	Registration	Center for Continuation Study: Lounge
	Open Meeting, Board of Directors (Active and Associate Members Only)	Center for Continuation Study: Library
12:00-1:00 p.m.	Luncheon	Center for Continuation Study: Cafeteria
1:00-3:15 p.m.	General Business Session	Museum of Natural History: Auditorium
	Presiding: Seymour N. Siegel, NAEB President; Director, Municipal Broadcasting System, New York, N.Y.	
3:30-4:30 p.m.	Panel: FCC Procedures and Problems	
	Presiding: Leonard A. Marks (Cohn and Marks), NAEB Attorney, Washington, D.C.	
	Walter Emery, Special Consultant, JCET, Washington, D.C. (formerly legal assistant to the Chairman, FCC)	
	Seymour Krieger (Krieger and Jorgensen), Associate Counsel, JCET, Washington, D.C.	
	Earl Minderman, Special Assistant to the Chairman, FCC, Washington, D.C.	
6:00-7:00 p.m.	Cocktail Party	Radisson Hotel: Italian Room
7:00-8:30 p.m.	Smorgasbord Banquet	Radisson Hotel: Gold Room
8:30-10:00 p.m.	Evening Session	
	Presiding: Seymour N. Siegel, NAEB President; Director, Municipal Broadcasting System, New York, N.Y.	
	Introduction of Speaker: Malcolm M. Willey, Vice President, Academic Administration, University of Minnesota.	
	Address: The Honorable Hubert H. Humphrey United States Senator from Minnesota	

Friday, November 7.

TELEVISION DAY

Theme: Educational Television Progress Report

9:30-11:45 a.m.

Museum of Natural History: Auditorium

Presiding: Frank Schooley, Treasurer, NAEB; Manager WILL, University of Illinois, Urbana, Illinois

Reports: "The National View"

Ralph Steetle, Executive Director, JCET, Washington, D.C.

Institutions With Television Construction Permits

Kansas State College: Lisle Longsdorf, Extension Editor and Radio Manager, KSC, Manhattan, Kansas

University of Houston: John Paul Goodwin, Chairman of Radio and Television, UH, Houston, Texas

University of Southern California: William H. Sener, Director of Telecommunications, USC, Los Angeles, Calif.

Educational Television Projects in the Planning Stage

Minnesota: Burton Paulu, Secretary NAEB; Manager KUOM, University of Minnesota, Minneapolis, Minn.

North Carolina: Earl Wynn, Director, University of North Carolina Communication Center, Chapel Hill, N.C.

Oklahoma: John Dunn, Director NAEB Region V; Director WNAD, University of Oklahoma, Norman, Okla.

Wisconsin: H. B. McCarty, Director, Wisconsin State Radio Council, Madison, Wis.

12:00-1:45 p.m.

Luncheon Meetings

Center for Continuation Study: Cafeteria

This period is being held open for group meetings to be arranged by the convention guests themselves. Luncheon will be served in the cafeteria from 12 to 1; meeting rooms accommodating from 12 to 70 persons will be available for the 1:00 to 1:45 period upon request to Convention Headquarters. It is suggested that delegates arrange their own discussion groups drawing upon the convention's registration list for resource personnel.

Friday, November 7, continued

2:00-4:00 p.m.

Museum of Natural History: Auditorium

Presiding: Lynn Poole, Director of Public Relations, The Johns Hopkins University, Baltimore, Maryland

Reports: Television Production Centers

Minneapolis Public Schools: Madeline S. Long, Consultant in Radio Education, Minneapolis Public Schools, Minneapolis, Minn.

Michigan State College: Armand Hunter, Director of Television Development, MSC, East Lansing, Mich.

Philadelphia Public Schools: Martha Gable, Director of Radio and Television, Board of Education, Philadelphia, Pa.

University of Michigan: Garnet Garrison, Director of Television, University of Michigan, Ann Arbor, Mich.

The Fund for Adult Education and Educational Television

G. H. Griffiths, Director of Mass Media, Fund for Adult Education, Pasadena, Calif.

Appraisal and Comment from the Director of America's Only Educationally Licensed Television Station

Richard B. Hull, Director, NAEB Region IV; Director WOI-TV, Iowa State College, Ames, Iowa

5:00-6:00 p.m.

Reception

Coffman Memorial Union: Campus Club

6:00-7:00 p.m.

Banquet

Coffman Memorial Union: Campus Club

7:00-8:00 p.m.

Evening Session

Coffman Memorial Union: Campus Club

Presiding: Burton Paulu, Secretary, NAEB; Manager KUOM, University of Minnesota, Minneapolis, Minn.

Introduction of Speaker: James Lewis Morrill, President, University of Minnesota

Address: The Honorable Paul A. Walker, Chairman, Federal Communications Commission, Washington, D.C.

8:30-10:30 p.m.

Northrop Memorial Auditorium

Minneapolis Symphony Orchestra Concert

Through the courtesy of the Orchestral Association of Minneapolis, 100 free tickets for this concert are available at the convention registration desk.

Special Interest Sessions

Center for Continuation Center

Rooms may be had upon application to Convention Headquarters.

Saturday, November 8

RADIO DAY

Theme: How Can Educational Radio Compete With Television?

9:30-11:45 a.m.

Coffman Memorial Union: Men's Lounge

Presiding: John Dunn, Director, NAEB Region V; Director WNAD, University of Oklahoma, Norman, Okla.

Topics: "Audience Research as a Guide to Educational Radio Broadcasters"

Sydney Roslow, Director, The Pulse, Inc., New York, N.Y.

"FM Programming in TV Territory"

Parker Wheatley, Director, Lowell Institute Cooperative Broadcasting Council, Boston, Mass.

"Radio Broadcasting to Schools"

George Jennings, Director of Radio and Television, Board of Education, Chicago, Illinois

"Promotion of Educational Radio Programs"

Robert J. Coleman, Director WKAR, Michigan State College, East Lansing, Mich.

"Music -- Something Radio Can Do Better"

David Randolph, Producer of NAEB Tape Network Series, "Music for the Connoisseur," New York, N.Y.

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Saturday, November 8, continued

12:00-2:00 p.m. Group Luncheons

Coffman Memorial Union: Third Floor


Six separate luncheons will be held on the third floor of the Union, in rooms to be announced at the close of the morning session. Each luncheon will feature one of the morning's speakers.

Discussion Chairmen:

Research:	Dallas W. Smythe, NAEB Director of Studies; Professor of Economics, University of Illinois
FM Programming:	Kathleen Lardie, Manager WDTR, Board of Education Detroit, Mich.
Broadcasts to Schools:	James Macandrew, Director WNYE, Board of Education, New York, N. Y.
Promotion:	Waldo Abbot, Director, NAEB Region III; Director WUOM, University of Michigan, Ann Arbor, Mich.
Music:	Lee Eitzen, Director KWLC, Luther College, Decorah, Iowa
Radio Is Here To Stay:	Bernard Buck, Program Director, WNYC, New York, N. Y.

2:30-4:00 p.m.

Murphy Hall: Auditorium

 Presiding: Graydon Ausmus, Vice President, NAEB; Director WUOA, University of Alabama, University, Alabama

Reports on European Trip:

Seymour N. Siegel, NAEB President; Director, Municipal Broadcasting System, New York, N. Y.

George Probst, Chairman, Adult Education Committee, NAEB; Director, University of Chicago Round Table

William Harley, WHA, University of Wisconsin; formerly Program Coordinator, Adult Education Project

4:30-5:30 p.m.

Murphy Hall: Auditorium

Annual Meeting for Election of Officers
(Members only; voting restricted to active members)

Presiding: Seymour N. Siegel, NAEB President; Director, Municipal Broadcasting System, New York, N. Y.

7:00-8:00 p.m.

Final Banquet

Coffman Union: Junior Ballroom

8:00-9:30 p.m.

Concluding Session

Presiding: New President

Address: "A Philosophy for Educational Broadcasting"

I. Keith Tyler, Director, Institute for Education by Radio
and Television, Columbus, Ohio

CONVENTION NOTES

Television and Audio Equipment Displays

We call your attention to a group of Television and Audio Equipment displays presented as a special feature of the 1952 Convention. At the University Film Production Studio, Room 105 in the Armory, representatives of several leading broadcast equipment manufacturers have set up television cameras, kinescope film projectors, studio and transmission equipment, and educational displays.

The Armory is located directly across 17th Avenue from the Center for Continuation Study.

Delegates may also visit a showing of high fidelity binaural and standard tape recording equipment in Room 237 of the Center for Continuation Study.

Engineers and technicians will be on hand throughout the Convention to demonstrate equipment and answer questions.

Manufacturers represented at these showings are as follows:

Ampex Electric Company -- C. B. Miller, Lew Bonn Company, Minneapolis, Minn.

Magnacord Corporation

Allen B. DuMont Company -- B. J. Klindworth

General Precision Laboratories -- Joe Belcher

Radio Corporation of America -- Messrs. Eberhart, Hollweck, and Mason

Standard Broadcast Equipment Company

While You're In Minnesota

The Minneapolis Public Schools will welcome all interested Convention visitors at telecasts of their "Video School," 10:00-10:30 a.m., Station WCCO-TV, in downtown Minneapolis on November 6th and 7th. Under the direction of Madeline S. Long, the Minneapolis "Video School" is now in its fourth year of production. Those interested in viewing the telecasts are requested to be at the WCCO-TV studios, 50 South 9th Street, by 9:45 a.m.

To all those who drive, a cordial invitation is extended by St. Olaf College to stop at Station WCAL, Northfield. Northfield is approximately 40 miles south of Minneapolis on U.S. Highway 65, Minnesota State Highway 218, and Minnesota east-west Highway 19. The staff of WCAL will be on hand to welcome you and take you on a tour of the studios and the campus.

For The Ladies

Entertainment for women delegates and wives of convention members is being arranged by the Women's Hospitality Committee. Information on activities is obtainable at Convention Headquarters.

Registration and Meal Costs

Convention registration is \$7.50. Registration is free for wives and husbands of convention members and for students. Single-day registration is \$2.00.

Meal costs are as follows for convention guests paying the full registration fee, and for their wives and husbands:

Thursday evening -- \$4.00

Friday evening -- \$3.75

Saturday noon -- \$1.25

Saturday evening -- \$2.75

Convention guests registering on a single-day basis will be charged an additional 50¢ for each evening meal.

If You Wish To Arrange A Special Meeting

You will note that the convention program provides several periods during which guests may talk together informally or set up their own meetings. If you wish a conference room for an informal group session, apply at the Convention Headquarters desk in the lobby of the Center for Continuation Study. Rooms may be reserved for this purpose free of charge.

Transportation Between University and Downtown Hotels

To the University from the Nicollet or Radisson hotels: walk west to Hennepin Avenue and take any northbound streetcar marked "Como" or "Oak." Get off at 4th street and 15th Avenue Southeast. Walk two blocks south and one block east to the Center for Continuation Study on the university campus.

To the University from the Curtis or Leamington hotels: walk east to 4th Avenue and take any northbound car marked "4th Avenue," "Glenwood to Aldrich," or "Glenwood Park." Transfer at Hennepin Avenue and 6th Street to any northbound car marked "Como" or "Oak." Get off at 4th Street and 15th Avenue Southeast. Walk two blocks south and one block east to the Center for Continuation Study.

Returning to downtown Minneapolis from the university: walk north on 15th Avenue Southeast to 4th Street. Take any west-bound car marked "Como" or "Oak."

For the Nicollet: get off at the corner of Hennepin and Washington Avenues.

For the Radisson: get off at the corner of Hennepin Avenue and 7th Street. Walk half a block east.

For the Curtis and Leamington: transfer at Hennepin Avenue and 6th Street to any east-bound car marked "4th Avenue to 38th," "4th Avenue to 48th," or "4th Avenue to Lake." Get off at 4th Avenue and 10th Street and walk one block west.

Taxi fare from the university to the downtown hotels is approximately 85-95¢ one way.

Other Convention Meetings

Wednesday, November 5 -- In-School Program Committee, Room 235 Center for Continuation Study

Thursday, November 6 -- Joint Committee on Educational Television, Room 337, Center for Continuation Study

HOSTS AND STAFF FOR NAEB 1952 CONVENTION

Host Institution: University of Minnesota

Assisting: St. Olaf College, Northfield (active member)
Minneapolis Public Schools (associate member)

NAEB Convention Committee:

Waldo Abbot, WUOM, University of Michigan
Robert Coleman, WKAR, Michigan State College
Camille Henderson, WBKY, University of Kentucky
Allen Miller, KWSC, Washington State College
Burton Paulu, KUOM, University of Minnesota

Minnesota State Committee:

C. T. Hagman, President and Manager, WDCY, Minneapolis
Kenneth M. Hance, Executive Vice-President and Treasurer, KSTP,
St. Paul-Minneapolis
Milford Jensen, Operations Director, WCAL, Northfield
Madeline S. Long, Consultant in Radio-Television, Minneapolis Public
Schools
Lorayne Palarine, Supervisor of Radio and Television, St. Paul Public
Schools
Mrs. George B. Palmer, Coordinator Listener Activity, Minnesota
Radio Council, Minneapolis
F. Van Konynenburg, Executive Vice-President, WCCO, Minneapolis

University of Minnesota Committee:

Helge L. Hansen, Director Audio-Visual Education Service
Raymond Nixon, Professor of Journalism
Harold B. Swanson, Associate Professor Agriculture and Editor Publications
Tracy F. Tyler, Associate Professor General Education
Erwin C. Welke, Head Audio-Visual Extension Service
E. William Ziebarth, Professor and Chairman Speech and Theater Arts

Director of Engineering Exhibits:

Berten A. Holmberg, Chief Engineer, KUOM, University of Minnesota

Women's Hospitality Committee:

Miss Audrey June Booth
Miss Betty Thomas Girling
Mrs. J. Ward Greenwood
Mrs. Burton Paulu

Miss Mary Lou Reed
Mrs. Saul N. Wernick
Mrs. E. W. Ziebarth

Tentative Proposed Agenda
for the Meeting of the
NAEB Board of Directors
Columbus, Ohio, April 16 and 17, 1952

SESSION #1

8:00 P. M. - Statement on scope of the meeting - Ausmus
8:10 P. M. - Report of the Committee on Membership - Dunn
8:20 P. M. - Report of the Committee on Constitution - Wheatley
8:30 P. M. - Report of the Committee on Auditing - Abbot
8:40 P. M. - Report of the Committee on Research - Miller
8:50 P. M. - Report of the Committee on Convention - Paulu
9:00 P. M. - Report of the Committee on In-School Programs - Gaines
9:10 P. M. - Report of the Committee on Network Acceptance - Paulu
9:20 P. M. - Report of the Executive Committee - Paulu
9:30 P. M. - Report of the Foundation Committee - Probst
9:40 P. M. - Report of the Adult Education Committee - Probst
9:50 P. M. - Report of the Television Committee - Hull
10:00 P. M. - Recess
10:10 P. M. - Report of the NAEB Treasurer - Schooley
10:20 P. M. - Report of the Regional Conference - Dunn
10:30 P. M. - Report of the Director of Studies - Smythe
10:40 P. M. - Report of the WOI-TV Project - Ludwig
10:50 P. M. - Report of the Adult Education Project - Harley
11:00 P. M. - Report of the NAEB Tape Network - Rider
11:10 P. M. - Report of the Executive Director - Miles
11:20 P. M. - Adjournment

SESSION #2
April 17

9:00 A. M. - Discussion and questions of all Reports and Reporters
10:00 A. M. - Greetings from the FAE - Mr. C. Scott Fletcher
11:00 A. M. - Remarks - Wilbur Schramm
12:00 Noon - Adjournment

SESSION #3

1:30 P. M. - Approval of new members - Miles
1:45 P. M. - 1952 NAEB Operating Budget - Schooley
2:00 P. M. - Budget, Plans, Personnel for Headquarters and Tape
Network - Paulu
3:00 P. M. - Plans for other Foundation Support - Probst

GRANTS -- IN -- AID

1952 ✓

Radio

University of Alabama - \$5,000.00 - DOCUMENT DEEP SOUTH. 18-30 minute programs. Began on Network - Spring, 1954 - 68 stations.

Boston University - \$5,800.00 - NEW ENGLAND RENAISSANCE. 13 -30 minute programs. Began on Network - Winter, 1954 - 72 stations.

Grinnell College - \$3,400.00 - PATRIOSCRIPT. 13 - 15 minute programs. Began on Network - Winter, 1954 - 62 stations.

University of Michigan - \$6,000.00 - THEY FOUGHT ALONE. 13 - 30 minute programs. Began on Network - Winter, 1954 - 82 stations.

Indiana University - \$3,100.00 - FOLKLORE OF INDIANA. 13 - 15 minute programs. Began on Network - Winter, 1954 - 52 stations.

University of Chicago - \$6,500.00 - Several miscellaneous series and individual programs. All still being considered by Committee with one exception - AMERICAN LANGUAGE. 9 - 15 minute programs. Began on Network - Winter, 1954 - 63 stations.

University of North Carolina - \$5,000.00 - AMERICAN ADVENTURE I. 13 -30 minute programs. Began on Network - Spring, 1954 - 71 stations.

Television

Syracuse University - \$6,700.00 - FOOTNOTES TO AMERICA. 13 - 30 minute programs.

Stanford University - \$8,900.00 - PEOPLE, PLACES AND POLITICS. 13 - 30 minute programs.

University of Minnesota - \$8,900.00 - MINNEAPOLIS SYMPHONY ORCHESTRA. 10 - one-hour programs.

University of Oklahoma - \$8,900.00 - CAMP FIRES AND WAR DRUMS. 9 - 10 minute programs.

University of Miami - \$8,200.00 - FRONTIERS OF THE SEA. 10 - 15 minute programs.

Wayne University - \$2,100.00 - INTERNATIONAL TOWN. 13 - 30 minute programs

1953

Radio

Alabama College - \$1,800.00 - ORGAN MUSIC OF THE CENTURIES. 26 - 30 minute programs. At Committee.

University of Chicago - \$5,000.00 - Miscellaneous programs. Only a few tapes received to date.

George Washington University - \$700.00 - WASHINGTON BACKGROUND. 26 - 15 minute programs. Not accepted by Committee.

Iowa State College - \$4,500.00 - CONTOUR COUNTRY. 13 - 30 minute programs. At Committee.

University of Iowa - \$5,000.00 - HOW'S THE FAMILY? 13 - 30 minute programs. At Committee.

University of Massachusetts - \$4,500.00 - NEW ENGLAND ANTHOLOGY. 10 - 30 minute programs. At Committee.

Michigan State College - \$6,000.00 - THE GREAT LAKES - PATHWAY TO PROGRESS. 13 plus - 15 minute programs. At Committee.

University of North Carolina - \$5,000.00 - AMERICAN ADVENTURE II. 13 - 30 minute programs. At Committee.

Television

Stanford University - \$8,000.00 - YOUR RUGGED CONSTITUTION. 13 - 30 minute programs.

New York University - \$6,500.00 - ARCHEOLOGY AND MODERN MAN. 13 - 30 minute programs.

University of Illinois - \$8,500.00 - MARKET BASKET, U.S.A. 13 - 30 minute programs.

KSLH, St. Louis Public Schools - \$3,500.00 - CHEZ MIMI. 13 - 15 minute programs.

University of Nebraska - \$9,000.00 - NEBRASKA TRILOGY. 39 - 30 minute programs.

University of Wisconsin - \$8,000.00 - CRISIS IN THE CITY. 13 - 30 minute programs.

KPTA - Pacifica Foundation

Total grant of \$30,000.00 for 45-50 hours of programming.

Series Approved:

KIDNAPPED. 16 - 30 minute programs. Began on Network - Summer, 1954 - 35 stations.

AFRICA. 4 - 30 minute programs. Began on Network - Summer, 1954 - 33 stations.

ROBIN HOOD. 14 - 30 minute programs. Will begin on Network - Winter, 1955.

GREAT BOOKS OF ASIA. 12 - 30 minute programs. Will begin on Network - Winter, 1955.

CHORAL CONCERTS. 12 - 30 minute programs. Will begin on Network - Spring, 1955.

ARCHITECTURE. 6 plus - 30 minute programs. Will begin on Network - Spring, 1955.

ASTRONOMY FOR THE LAYMAN. 6-12 - 30 minute programs. Will begin on Network - Spring, 1955.

Series at Committee:

THE NEGRO SPIRITUAL. 5 - 30 minute programs. (Approved)

INTERPRETATION. 4 - 30 minute programs.

IN THE BEGINNING. 5 - 30:00 minute programs. (Not approved)

September 1, 1954

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
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